

PRESS RELEASE

FOR IMMEDIATE RELEASE

Sarine Technologies Ltd.'s Grand Opening of its New Subsidiary Offices in New York Promises Innovation for the Diamond Jewelry Industry

New York, 21 March, 2014. Last night, Sarine North America Inc. held an invitation-only grand opening at their new diamond district offices. Situated on the 10th floor of the International Gem Tower, at 50 West 47th Street, the evening commenced with a welcome reception for many of the industry leaders.

The evening was hosted by Sarine North America's VP of Business Development, Ohad Axelrod, who introduced Daniel Benjamin Glinert, Executive Director and Chairman of the Board for Sarine Technologies. Mr. Glinert delivered opening remarks, stating, "Opening these offices on the first day of spring, though admittedly unintentional, is truly symbolic as we are bringing new technologies with new opportunities for the US diamond trade which truly are harbingers of a new era." He also noted the spelling change in the company name, from "Sarin Technologies" to "Sarine Technologies".

Following Mr. Glinert were remarks by Ronnie VanderLinden, President of the Diamond Manufacturers and Importers Association of America, and Reuven Kaufman, President of the Diamond Dealers Club, who both enthusiastically welcomed the international partner as the leader in technological solutions for the diamond and gemstone manufacturing and trade industries.

Guests were led through live demonstrations of Sarine latest products and technologies in the Rough; Polish; Trade and Retail segments. Demonstrations, given by executives from Sarine Technologies who came in especially for the occasion from Israel, and Sarine North America staff, centered on innovative solutions that add value to diamond manufacturing and the wholesale and retail trades.

For the first time in the US, Sarine introduced and demonstrated the Galaxy™ rough scanning system that enables inclusion mapping to then optimize the yield for polish planning, using Sarine's world-leading polished diamond planning product – the Advisor™. These are augmented by Sarine's quality assurance products, the DiaMension HD™ and the just-released Instructor™ 3.0, which help users realize the desired polished gem.

Even more exciting are Sarine's revolutionary products for the polished diamond trade. Sarine's patented Light Performance solution (Sarine Light™) is an accurate, consistent and cost-effective measurement system linked to a cloud based platform. Implementing a new consumer oriented light performance grading standard the Sarine Light™ provides a realistic link between science and beauty. The Sarine Light™ provides Light Performance reports and a tablet-based in-store sales tool for the consumers' added confidence in the quality and beauty of the stone they are buying.

Sarine's other radically new offering is the Sarine Loupe™. Based on patent-pending technology that captures images of the diamond from all directions, it creates a virtual floating diamond that can be manipulated, viewed and inspected under varying magnifications as if



held in your hand. Sarine expects this technology will significantly streamline the B2B buying and selling process as a true visual rendition of the diamond can be viewed online, immediately from anywhere, providing accurate information on the diamond's Clarity and Cut.

Finally, taking the polished diamond's proportions and symmetry measurement to an entirely new level, Sarine is planning to shortly introduce the Axiom™, based on radically new (patent-pending) technology that will take the measurement accuracy down to single-micron accuracy and allow grading and automated documentation of information previously only possible manually, using microscopes.

Mr. Axelrod observed that, "with a New York office centered on building brand awareness and set to provide outstanding customer support in the United States, Sarine North America is well positioned to provide innovative products and services to the jewelry industry here".

About Sarine Technologies:

Established in 1988, Sarine is a worldwide leader in the development and manufacturing of advanced planning, measurement and evaluation systems for diamond and gemstone production. Sarine products include diamond cut, color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimization systems, laser cutting and shaping systems and laser-marking and inscription machines. Sarine systems have become an essential gemology tool in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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